



21st August 06

WELCOME

Entrepreneurship Development Programme

Pilot Module –1



“Instead of writing someone else’s account through wage employment after three to five years of collegiate education, it is more meaningful to write one’s own account by embarking upon self-employment”.





Entrepreneur & Entrepreneurship



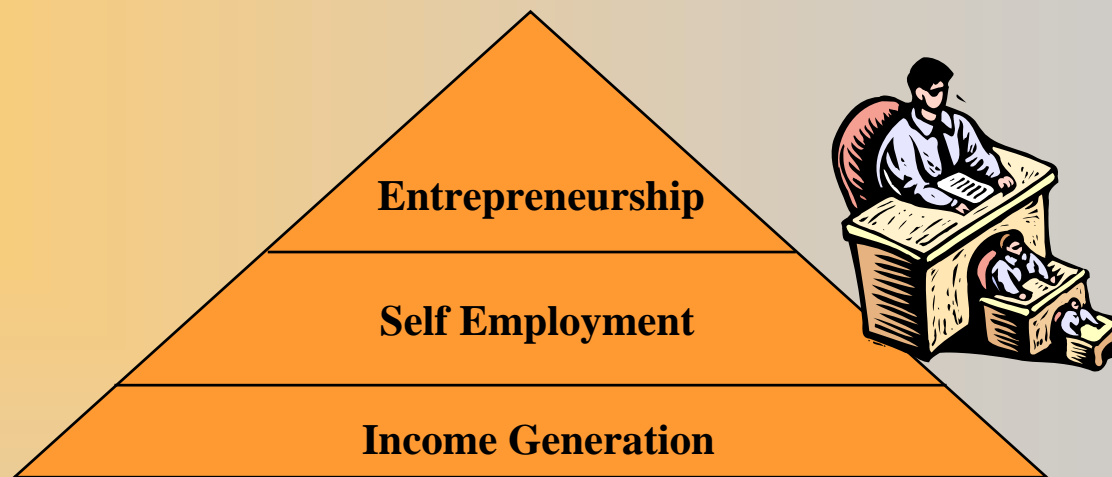
Entrepreneur is a person who organizes, manages and assumes the risk of business.

Entrepreneurship is the character, practice or skill of an entrepreneur.

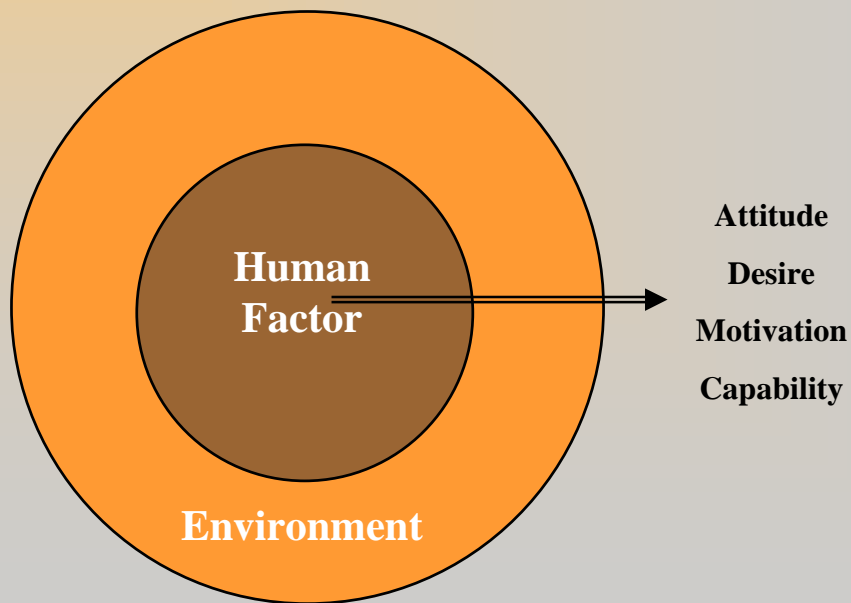
Accordingly entrepreneurship refers to identifying/innovating ideas, products and services; mobilizing resources, organizing production/services and finally marketing them covering the risk with constant strive for growth and excellence.



Entrepreneurship Dynamics



Entrepreneurial growth Process – Initial, Middle & Terminal stages



Two major development Factors for ED



EDP Process



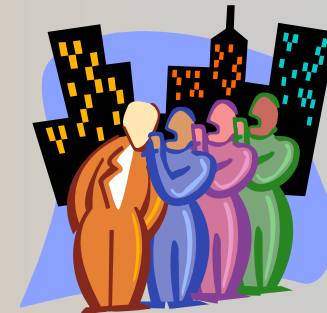
“An enterprise (or a business) is an undertaking engaged in the production and delivery of goods and services in return for a profit. The enterprise is the medium through which the entrepreneur works”.

Micro Enterprises are those with modest capital owned and managed by a single individual or a small group of individuals.

Micro Enterprise / Small Scale Enterprises constitute an important and crucial segment of trade sector.



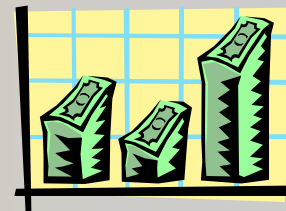
Characteristics of SSE / ME



1. Profit Motive
2. Return on Investment
3. Encashing Opportunity
4. Business Sense
5. Organized Working
6. Cost for Everything
7. Timing
8. Calculated Risk
9. Planning
10. Hard/Smart working
11. Cycling of Cash
12. Controlling
13. Growth Orientation
14. Innovation



Major Benefits of Micro Enterprises



1. **Utilization of locally available human and material resources**
2. **Creating jobs at relatively low capital cost**
3. **Diversifying the industrial structure**
4. **Preventing the creation of monopolies**
5. **Ensuring more equitable income distribution**
6. **Attracting and Utilizing indigenous Entrepreneurship (Especially Women)**
7. **Developing pool of skilled, semi-skilled workers as a basis of future industrial expansion**
8. **Improving forward and backward linkages, contracting regional imbalances**
9. **Optimum opportunities for adopting appropriate technological managerial approaches**
10. **Export oriented units tend towards a favourable balance of trade.**



ED Programme Stages

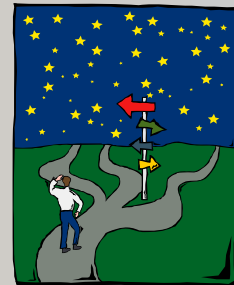
Main objective of the ED programme is human resource development with a view to strengthen and accelerate the growth of micro and small enterprises. As such, trainer needs to understand the three main stages viz., Pre-training, Training and Post training of EDP



It is very important for trainers to know that all three components of the ED process are equally important. Experience suggests that training alone does not bring about significant results, hence an understanding of all three stages and formulation of proper strategies for implementation is essential.



Pre Training Stage



- **Conduct the training needs assessment to determine the regional potential of the training centre (Village or a cluster of villages, Small town)**
- **Create Awareness about the programme**
- **Establish liaison with local support organizations; and**
- **Identify and select potential persons for the training programme**

The trainer also needs to study the socio-economic environment of the center and identify viable business opportunities consistent with the skills and knowledge of the potential entrepreneurs.



Training Stage



Training inputs are designed to -

Lead people towards enterprise development activities over a few weeks (Intact or as separate modules)

Develop capabilities to start and run an enterprise successfully.



Post Training Stage



The trainer has to help and guide participants to

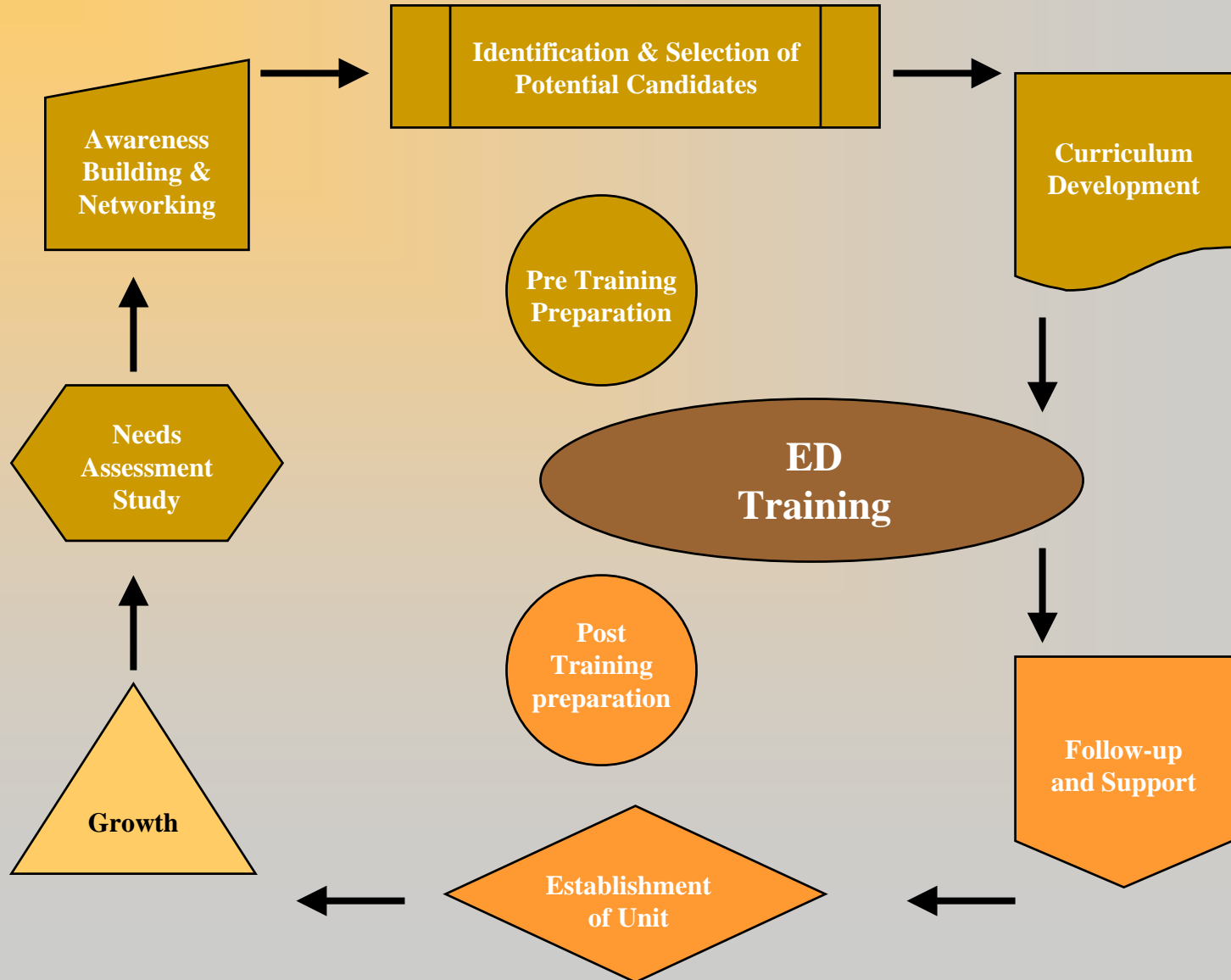
- **Implement their business plans**
- **Assist them in completing formalities as well as procure finance for setting up the enterprise.**

This support should continue until the persons establish their units and manage them successfully, especially in market linkages.

Follow-up, Monitoring and Evaluation

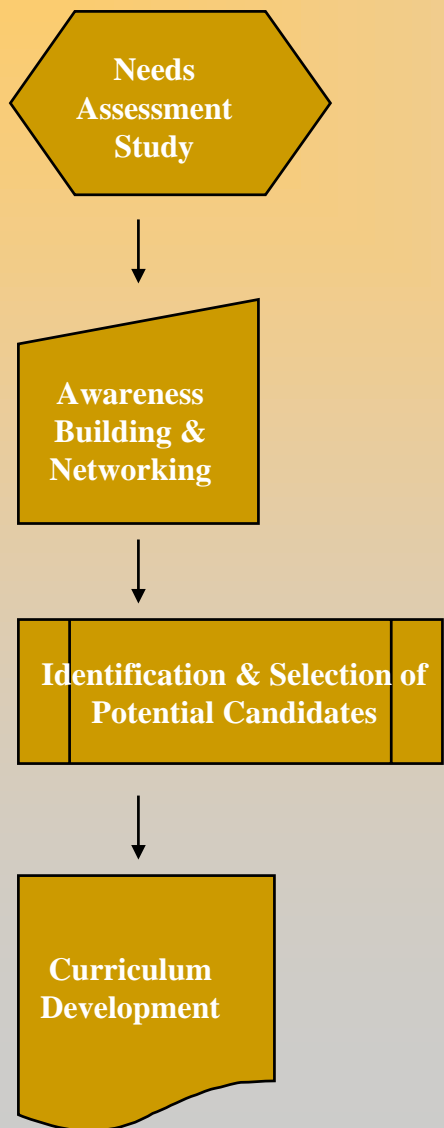


ED Approach and stages at a Glance





Pre Training Preparation



The following types of needs should be studied to get the background information required to develop an ED programme

- Training Needs Assessment
- Support Needs Assessment
- Development Needs Assessment

Promotional Activities with appropriate tools and techniques

- Community Meetings * Banners & Posters
- Door-to-Door Approach * Audio-Visual presentations
- Other Channels * Sensitization Workshops & Networking

Identification and selection of person with latent entrepreneurial competencies become very important. Training alone cannot be expected to instill completely new aptitudes and capabilities in an individual

- * Selection Tools and Techniques * Role of Trainers in selection

Trainers should know how to design a need based training programme. It should cover

- Knowledge & Information inputs
- Entrepreneurial attitudes & Behaviour development
- Management Skills development



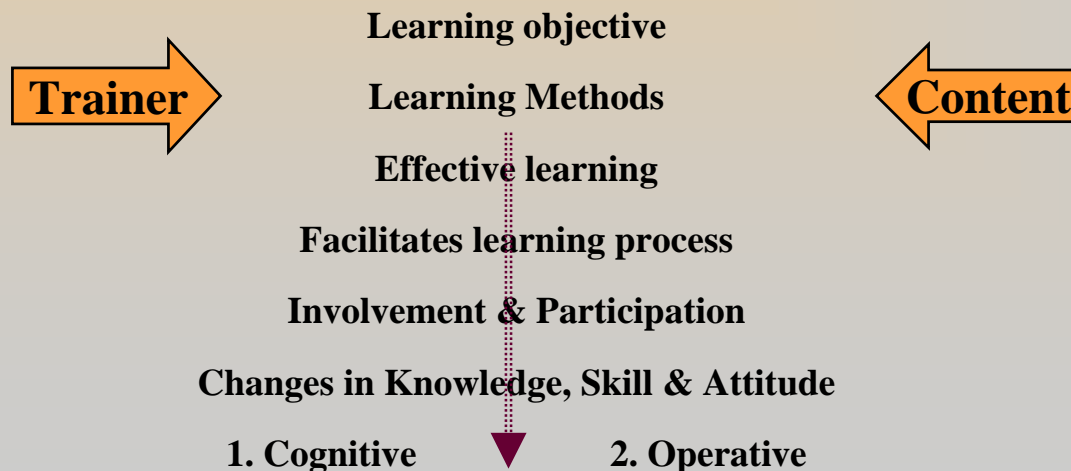
ED Training

ED Development training inputs should include

- **Behavioral inputs to develop entrepreneurial competencies & confidence**
- **Business opportunity inputs to enable selection of a viable product/enterprise**
- **Exercise on Business Plan preparation and consolidation of resources**
- **Managerial inputs for effective production, marketing and financial performance**
- **Technical inputs providing exposure to technological options**

Trainer imparts these developmental inputs by means of a relevant and appropriate training methodology, thus ensuring a logical sequence and progression in the subjects covered.

Training Methods – Concepts & Application





Post Training preparation

Follow-up and Support

Effectiveness of an ED programme depends on the trainer being well equipped with the requisite skills and knowledge to be able to provide meaningful follow-up, monitoring and evaluation.

Establishment of Unit

Timely coordination, access to adequate finance, availability of required infrastructure should be facilitated through a well planned follow-up strategy.

**Finalizing business plans, loan applications, obtaining permissions / licenses
procuring machinery, raw materials etc.**

Support also requires to be given during running of the enterprise



The Facilitator – Qualities, Skills & Features

A Kaleidoscope

